

E-commerce...Steps To Getting There

Lee Arden Lewis – Aboriginal Associates
ITTI 2001, Industry Conference



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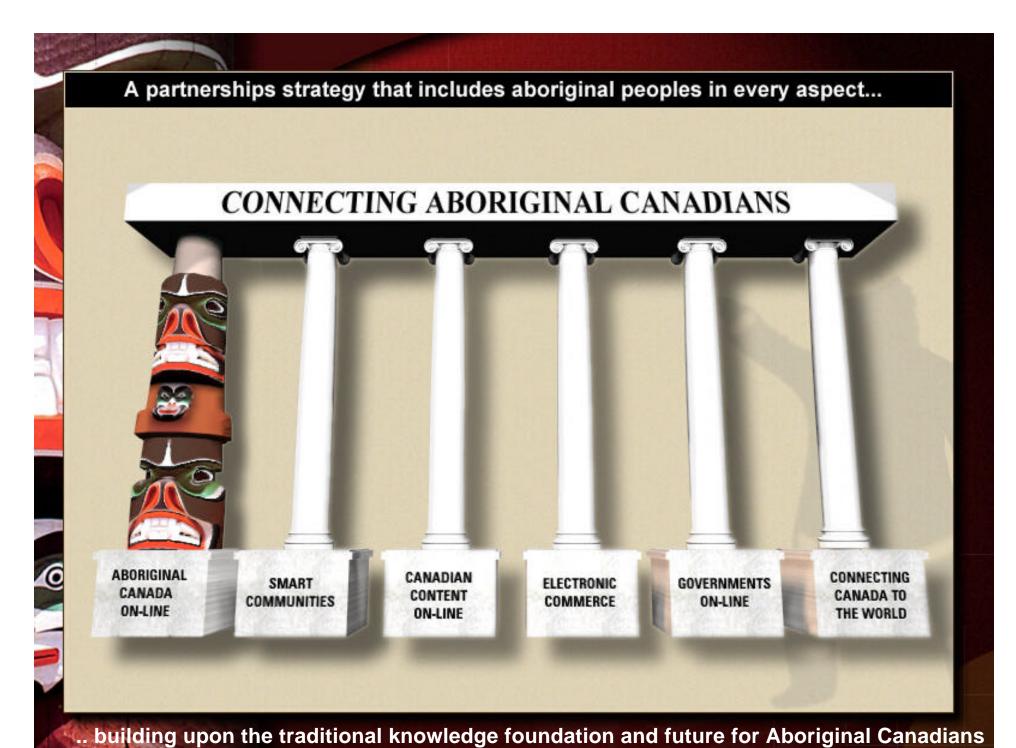
CANADA ON-LINE SMART COMMUNITIES CANADIAN CONTENT ON-LINE

ELECTRONIC COMMERCE

GOVERNMENTS ONLINE CONNECTING CANADA TO THE WORLD

John Kim Bell – Founder National Aboriginal Achievement Awards





Aboriginal Canada Online - Working together...

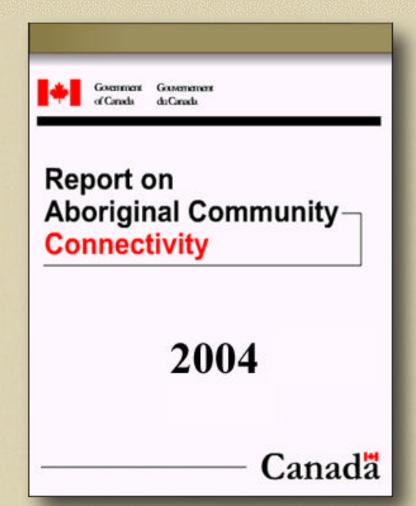
Opportunity

Bringing all Aboriginal communities on-line to the World Wide Web.

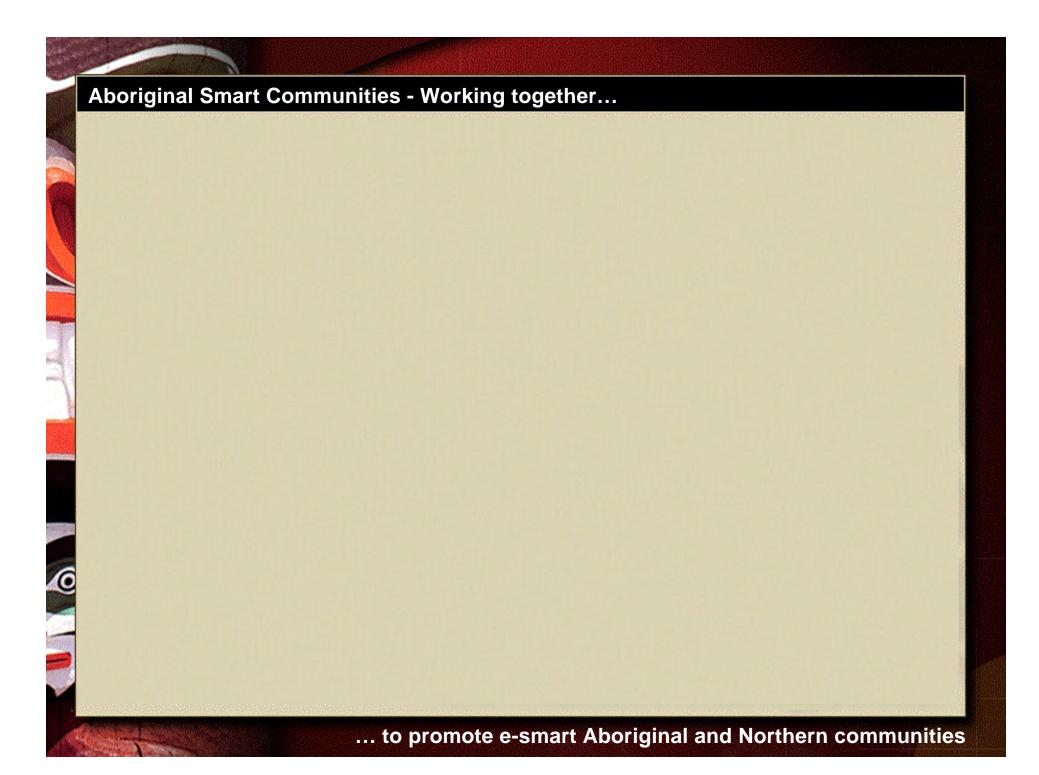
Challenges

- Equitable residential Internet access
- High speed community access
- Internet training and capacity development

- As Canada deploys high speed Web access, Government is committed to include Aboriginal communities
 - monitor progress







A partnerships strategy that includes aboriginal peoples in every aspect...

CONNECTING ABORIGINAL CANADIANS



Aboriginal Content Online - Working together to ...

Opportunity

Using the Internet to preserve and share Aboriginal Culture

Challenges

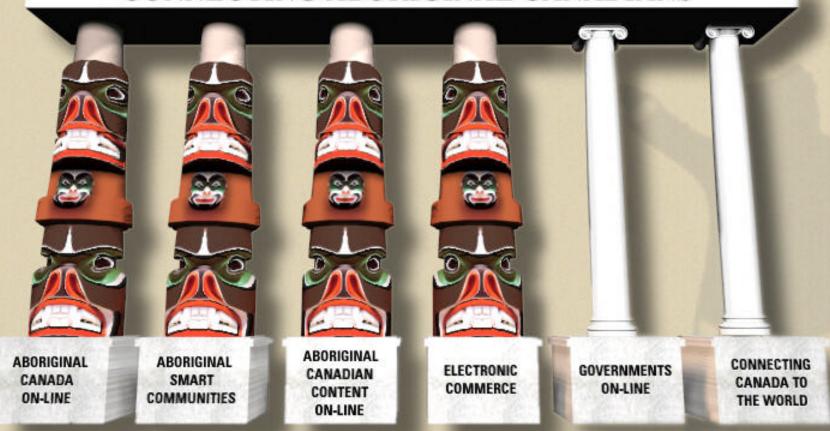
- Acquiring the tools and capacity to:
 - capture and digitize our heritage
 - strengthen languages
 - showcase our arts and culture

- Develop an Aboriginal Digital Content strategy:
 - Government Content
 - Public Content
 - Multi-media Portal
 - On-line language tools



A partnerships strategy that includes aboriginal peoples in every aspect...

CONNECTING ABORIGINAL CANADIANS



Aboriginal E-Commerce - Working together to...

Opportunity

Bring remote and urban aboriginal businesses to the global on-line marketplace

Challenges

 Increasing awareness and benefits of e-commerce to Aboriginal businesses

- Develop a National Aboriginal E-commerce strategy to nurture:
 - business survey
 - awareness and tools
 - innovation programs



A partnerships strategy that includes aboriginal peoples in every aspect...

CONNECTING ABORIGINAL CANADIANS



Connecting Aboriginal Peoples to the World

Opportunity

Market Aboriginal communities and businesses to the world

Challenges

- Get more Aboriginal communities on-line
- Being noticed on the web

- Stakeholders working together to brand and market Aboriginal:
 - business opportunities
 - tourism opportunities
 - investment opportunities
 - Virtual University of the Arctic



To succeed, the "Connecting Aboriginal Canadians" vision will... Identify, partner and coordinate all Aboriginal online activities with key federal departmental stakeholders

... require partnerships with all Aboriginal stakeholders, at all levels

To succeed, the "Connecting Aboriginal Canadians" vision will...

- Identify, partner and coordinate all Aboriginal online activities with key stakeholders
- Fully engage our Aboriginal partners every step of the way
- Seek out provincial, territorial, and private sector service delivery partnerships

Connecting Aboriginal Canadians

Let's all invest in the future, so that everyone can dream of new opportunities and possibilities....

